

# 10X PC Marketing Strategy

## 0 to 6 Figures

### 1. Business Definition

Clearly define what you are. Eg: I help SaaS companies 10X their revenue through paid Ads, I provide cleaning services for luxury home owners, I sell perfumes to Black adult males, etc

I \_\_\_\_\_ for/to

\_\_\_\_\_

### 2. Target Avatar

To make 10X, you have to sell high and reoccurringly, to do that, research about your product/service and highlight the people that fall into these categories:

**Desperately needed by**

\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

**Frequently needed by**

\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

**From the two categories above, I can easily reachout to \_\_\_\_\_,**

\_\_\_\_\_

### 3. Multiple Figures Offers

**10 dream  
outcomes of  
Target Avatar**

**10 possible  
obstacles to  
dream outcome**

\_\_\_\_\_,  
\_\_\_\_\_,  
\_\_\_\_\_

\_\_\_\_\_,  
\_\_\_\_\_,  
\_\_\_\_\_

**Six (6) ways my product/service  
can solve the obstacles**

\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_,  
\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_,

# 4. Repackaging Offer

Use names like masterclass, template, framework, flywheel, secret, package etc for each solution - don't overdo it.

Add urgency, scarcity, bonuses, warranty to improve your offer perception.

1. \_\_\_\_\_,
2. \_\_\_\_\_,
3. \_\_\_\_\_,
4. \_\_\_\_\_,
5. \_\_\_\_\_,
6. \_\_\_\_\_

# 5. Pricing

1. What do you think its worth? \_\_\_\_\_
2. How do you make it worth 10X? \_\_\_\_\_
3. Repackage offer and slam half the price on it (Make sure your avatar can afford it).

## 6. Lead magnet

I can offer \_\_\_\_\_ for free to attract target avatar and build trust. (Ebook, resources, videos, etc that they easily consume)

**Build it!**

## 7. Lead Generation

1. Where are my target audience? \_\_\_\_\_

2. What is the easiest way to reach them? \_\_\_\_\_

3. How can I reach the target avatar with lead magnet \_\_\_\_\_

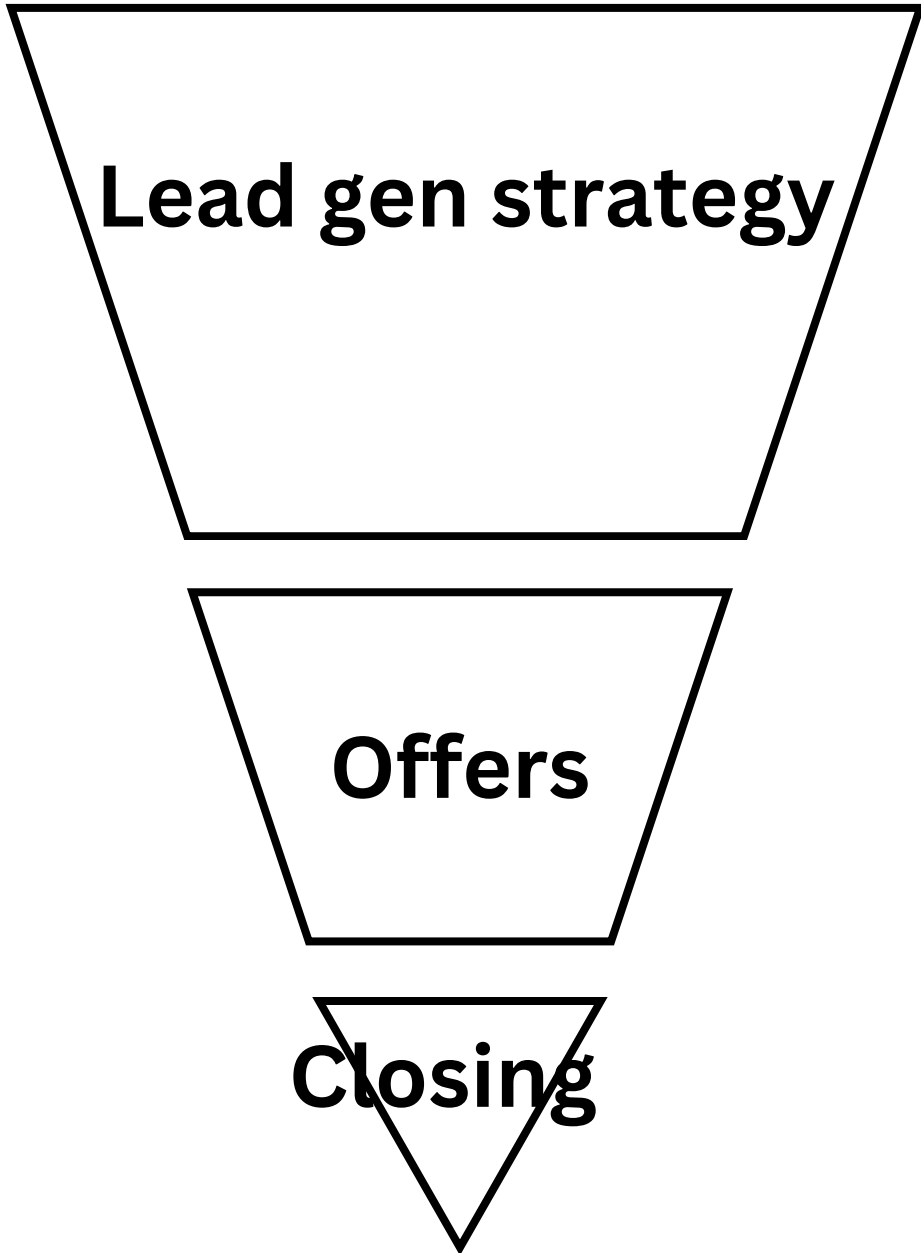
**Six (6) ways to reach out:**

**Warm/Cold reach out, Ads,**

**Content,**

**Referrals, Influencer Mkt,**

**Community.**



# **Sales Funnel**